

# Assignment

## **Design an application that solves the needs of an insurance agency.**

Forever Insurance Agency gets leads from people who are interested in their service from multiple online platforms such as Facebook, LinkedIn, Google, etc, and also from their insurance agents.

Design a solution that'll help their marketing team to manage, contact & convert those leads as customers in one place.

They should also be able to analyze the leads data and build reports, dashboards and insights.

## Hints & Tips

- Use a sensible modern design for the UI/UX of your application
- You must submit a mockup as part of this assignment - you can use hand-drawn sketches or use any wireframing/mockup tools (Balsamiq, Figma, Adobe, etc)
- Pay attention to the details of the workflow to ensure a smooth user journey
- Include nifty useful automation features in your product - to make it standout
- Don't forget to give this product a memorable name

## Submitting your application

**Assignment Template:** <https://shorturl.at/fqwK6>

Please use the above template for your submission and upload it in the form given below.

**Submission form:** <https://forms.gle/zhNAHoNkg4PFYhpE7>

Please note that form submission will be closed in 4 days.

## About DeltaX

DeltaX is an advertising technology startup. We are building a cloud based platform for advertising agencies that integrates with over 10 advertising solutions through APIs. Advertisers worldwide can efficiently buy, track, attribute, optimize and report metrics across all media channels (Search, Social, Display RTB, Mobile, Video) using our revolutionary platform. More on [www.deltax.com](http://www.deltax.com)

As part of the Product Team at DeltaX - you will have the opportunity to work on multiple cutting-edge products in the ad-tech space, collaborate with different teams and deliver great products.